

THE  
**Publishers' Weekly**  
THE AMERICAN  
**BOOK TRADE JOURNAL**

WITH WHICH IS INCORPORATED

**The American Literary Gazette and Publishers' Circular.**

[ESTABLISHED 1852.]

Published by the R. R. BOWKER COMPANY. R. R. BOWKER, President and Treasurer. FREMONT RIDER, Secretary.

PUBLICATION OFFICE, 298 BROADWAY, NEW YORK.

Entered at the Post-Office at New York, N. Y., as second-class matter.

VOL. LXXXII., No. 6.

NEW YORK, Aug. 10, 1912

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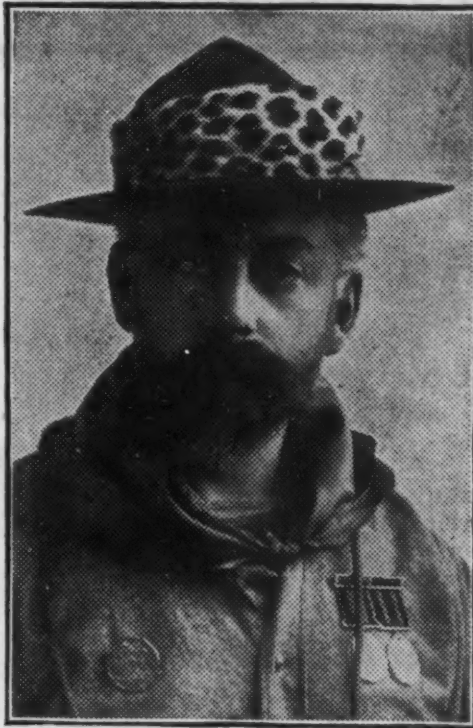
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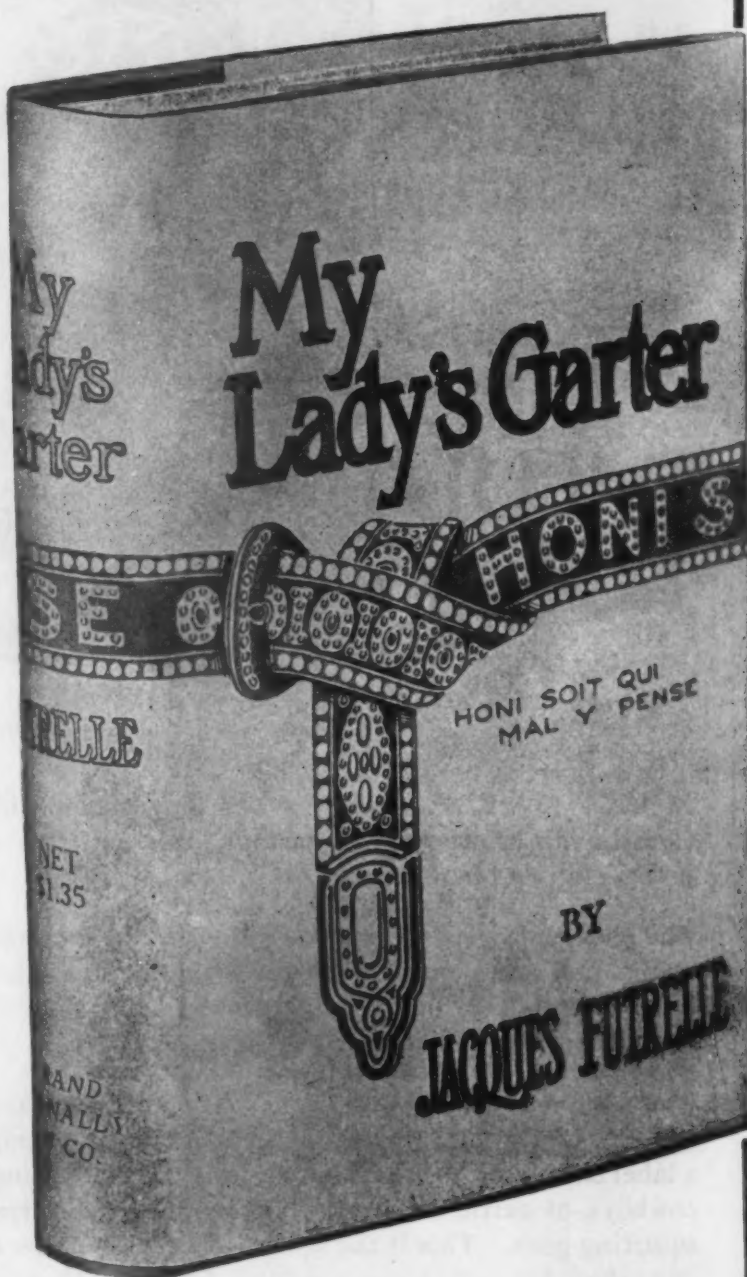
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DOUBLEDAY, PAGE & COMPANY are pleased to announce that the First Large Printing of

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By **DELL H. MUNGER**

has been sold out before publication. A Second Printing is now going to press. The extraordinary interest manifested everywhere by the Trade gives promise of big fall sales. Shipments have been going forward for several days.



We shall use the Grasshopper as a symbol of this story because one of the most brilliant chapters tells of the great plague which sweeps like a storm cloud across the Kansas prairies. Whenever you see the grasshopper think of this.

**Publication Day  
August 15**

☞ The Book is handsomely made and has eight fine color drawings by Thomas Fogarty

**Net, \$1.35**



## The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

August 10, 1912

The Editor is not responsible for the views expressed in contributed articles or communications.

Publishers should send books promptly for weekly record and descriptive annotation, if possible in advance of publication.

For subscription and advertising rates see first page of Classified Advertising.

*"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and an ornament thereunto."*—BACON.

### HANDLING COMPLAINTS ON THE ROAD.

THERE are two classes of trade complainers, the sincere "kickers," who have, or think they have, some genuine grievance, and the men who have faked up complaints to get out of paying for goods they have ordered, to unload an undigested surplus, or otherwise to get the better of the unwary traveling man. The primary difficulty of the salesman is not so much to settle equitably and satisfactorily the grievances of these two classes of customers, as to decide in the first place in which class the "kicker" belongs.

Every week, almost every day, the man on the road has some kink of the kind to straighten out. It is good salesmanship to minimize complaints, *to sell goods that stay sold*; but complaints do come to the best of them, and the supreme test of good salesmanship is to turn the disgruntled buyer into a warm friend of your line, to translate complaints into new orders.

Be cautious in handling complaints. It's just as bad policy to tell the customer that he's entirely right before you look into the matter at all, as to tell him he's all wrong. Perhaps he has a genuine and perfectly well-grounded claim; your refusal to listen to his complaint or to make any adjustment merely adds fuel to the flames. His protest is turned into settled anger, and your firm has probably permanently lost a customer.

On the other hand, don't admit all his contentions without investigation. Are the goods claimed to be below grade? Examine them and compare them with contract or order. Are they said to have been received too late for use?

Look up bills of lading and delivery receipts at both ends. Were they never received? Trace the shipment. Were mistakes made in billing? Have your bookkeeping department investigate. Was a shipment sent short? Have a word with your firm's credit man; perhaps he, for good reason, quietly cut down the order.

When, after such a careful investigation, you are sure the customer is right, make amends, by word and act, just as promptly and as handsomely as the rules of your house allow. To contest a just claim is utter folly. A stingy settlement of a genuine error is the poorest kind of an advertisement; a generous settlement, one of the best. Manner counts for a good deal. When you're proved wrong, take your medicine and smile. That smile may bring you a new order, as big as the one you've had to settle for.

On the other hand, give the faker short shrift. The salesman who is too faint-hearted to deny a buyer's complaint when he knows he is wrong, or is ready to admit his own firm wrong and the buyer right, without investigation, earns only the just contempt of the latter. Some salesmen seem to act as if they were working for their customers, as if loyalty to their employers were a last consideration. In any honest business dealing the interests of both seller and buyer are in the last analysis the same; only a coward, a poor salesman, is so afraid of losing his trade that he dares not stand up for his own house when he knows it is in the right—or, indeed, till he knows it is in the wrong.

It is most gratifying to the importing book trade, and particularly to Dr. George Haven Putnam and the others who so convincingly argued the trade's side of the case, that the Treasury Department has now ruled that books imported in sheets in editions shall be appraised for duty at cost, not including royalty charges. To those familiar with trade methods, the justice of this claim of the American publishers seemed quite unquestionable, and when the various incongruities consequent on any other interpretation of the law were made clear to the department, the latter practically accepted what has always been the trade understanding. The letter of the Assistant Secretary of the Treasury Department to the Appraiser of the Port of New York, containing the new ruling and the single exception made, is reprinted elsewhere in this issue of the PUBLISHERS' WEEKLY.



## NEW RULING ON DUTY ON BOOKS IMPORTED IN EDITIONS.

TREASURY DEPT., Washington, July 18, 1912.

Hon. Francis W. Bird, Appraiser of Merchandise,  
New York, N. Y.

MY DEAR MR. BIRD: Referring to T. D. 31903 and subsequent correspondence and conferences concerning the appraisement of books bound and in sheets, with and without royalty charges, I have given careful consideration to all of the reports received from our officers and to the objections raised by importers, and have come to the following conclusions:

1st. That when bound books are freely sold or offered for sale abroad in the wholesale quantities in which they are imported to this country, they should be appraised as set forth in paragraph No. 3 of the conclusions reached in T. D. 31903.

2d. That when bound books are not sold in such quantities abroad, but are only sold by retail there, and are imported as editions or by wholesale into this country, the actual prices paid by the purchaser, not including the royalty charge, if any, should be taken as the market value for appraisal purposes, provided that in no instance shall the appraised value be less than 30 percentum of the foreign list price.

3d. That when books in sheets are not sold in such quantities abroad, but are only sold by retail there, and are imported as editions or by wholesale into this country, the actual price paid by the purchaser, not including the royalty charge, if any, should be taken as the market value for appraisal purposes, provided that in no instance shall the appraised value be less than 15 percentum of the foreign list price.

Please inform all of the importers who are interested in these questions of this decision, and that it has been reached after consideration and analysis of the facts and figures submitted from all sources.

T. D. 31903 is hereby amended in accordance with these instructions.

Yours very truly,

J. F. CURTIS,  
Assistant Secretary.

## SUMMER WINDOW DISPLAYS.

A RECENT issue of Grosset & Dunlap's *Business Promoter* makes some seasonable suggestions for window displays.

Try a time-table window, it says. Go to your local ticket office and get an assortment of railway and steamship time tables, and then ask the agent for the loan of some picture showing a summer-resort scene. Dealers on the lines operated by the New York Central Railroad will have no trouble securing co-operation.

Plan your scheme of arrangement for a background and then obtain a traveling bag. Wad it with paper about three-quarters full and place on the top of the paper, in such a manner that no paper will show, some collars and shirts, lingerie, stockings or things of this

character to suggest preparation for a departure. Last of all, stick in a few books to carry the idea that to complete the vacation necessities, books must be taken.

Another good window idea comes from Mr. Deverick, of Hahne & Co. of Newark, N. J.

In his display, Mr. Deverick has combined the telephone idea with the summer display plan. The telephone streamer in the upper left-hand corner in this display is revolved slowly from left to right by an electrical arrangement, while the girl in the hammock is ordering a book by telephone for her "shady nook reading."

The tennis outfit, hammock, willow furniture and flowers gave the display a "summery air" that attracted much attention.

We may derive from this display one or two definite ideas. The scheme of decorating the background with tennis rackets, balls and nets is one idea; the girl in the hammock is another.

In the window you might arrange it so that the girl is reading; or, better still, fix up a shady nook in the store, equipped as any shady nook might be expected to be, and put a real, live girl in a hammock reading.

## AUSTRALIA'S BOOK BUSINESS.

IT may be surprising to learn that with but about one-twentieth of the population, Great Britain's exports of books to Australia exceed her exports to the United States.

The value of the exports from London in one year to the five largest buyers are:

Australia.....	£461,303
U. S. A.....	440,355
Canada.....	168,626
New Zealand....	132,702
Germany.....	103,090

New Zealand, of course, gets a good deal of its supply of books through Australian book-selling and publishing firms.

By separate states, G. H. Knibbs, the Australian Commonwealth Statistician, supplies the following account of Commonwealth book imports in 1911:

<i>Books (printed), Music, Periodicals, Newspapers, Directories, Guides, and Time-tables.</i>	
New South Wales.....	£235,658
Victoria.....	288,417
Queensland.....	53,952
South Australia.....	56,139
Western Australia....	43,215
Tasmania.....	16,011
Northern Territory*	37
Total.....	693,429

\*Formerly included in South Australia.

Divided by countries of origin, the figures of Australian book import are:

United Kingdom.....	£618,043
New Zealand.....	4,948
Other British Possessions.....	1,888
United States of America.....	53,668
France.....	1,114
Germany.....	12,204
Other Foreign Countries.....	1,564

Total..... 639,429

The value of Australian book imports for 1910 was £566,120; so that last year's imports

showed an increased value of £127,309. In round numbers, the figures of recent book imports are: 1905, £445,000; 1906, £452,000; 1907, £465,000; 1908, £475,000; 1909, £517,000; 1910, £566,000; 1911, £693,000. This progress it will be observed, is regular; but there has been a remarkable leap in the last two years. The advance of 1911 upon 1910 is the greatest advance recorded.

Evidently, American book publishers must

booksellers have neglected opportunities for making sales of better books. Go to work systematically. List the names of people intending to leave for summer resorts, and then solicit their orders for books that you are reasonably sure will appeal to them.

As a matter of fact, the increased demand referred to make July and August particularly strong book months. The bookseller should now feature small books that can easily be



A GOOD SUMMER WINDOW DISPLAY FOR BOOKS. DRESSED BY MR. DEVERICK, OF HAHNE & CO., NEWARK, N. J.

Courtesy Grosset & Dunlap.

study the Australian book market more carefully if they are to make the impression upon it that their friends, the magazine publishers, have.

#### SPECIAL CHANCES FOR BOOKSELLING IN SUMMER.

LIVE booksellers, says the *Canadian Bookseller and Stationer*, now turn a deaf ear to the hoary assertion that summer means a deadening of activity in bookselling. If the sales drop it is the fault of the booksellers—wholesale and retail—rather than of the public, who can be relied upon to respond to properly directed trade appeals. With the annual migration from the towns and cities to the summer resorts, there are obvious opportunities for selling books to meet the consequent demand for reading matter. It may be light reading that these pleasure-seekers demand, but it doesn't follow that this means the "cheap and nasty" paper novels which are frequently about the only books seen about a summer resort, largely because of the fact that

slipped into the pocket—books that can be produced when the fish don't bite; when out in the park on a bench in the shade of a tree; when the mail is late or the boat is missed. Flexible leather-bound India paper volumes are just the thing.

#### LAY-OUTS THAT MAGNETIZE COPY.

ATTRACTION-POWER AND READABILITY THE FUNCTIONS OF THE LAY-OUT—HOW SECURED—EVIDENCE FROM MAIL-ORDER CAMPAIGNS—MORAL APPLIES TO OTHER COPY.

THERE is no better way of fixing the definite responsibility of the lay-out—the ad's structure—in helping copy produce maximum sales than from evidence furnished by mail-order campaigns, says W. W. Garrison in a recent article in *Printers' Ink*. In ads that send prospective buyers to the dealer's store it is, of course, next to impossible to determine a lay-out's value, because advertising of that sort is not usually keyed.

A Middle Western manufacturer several



years ago got himself into a tight place. He had a ten-dollar article. The manufacturing cost was \$2.50. He had been getting inquiries at approximately \$1.50 each. As he sold a heavy percentage of inquiries—for he had an excellent follow-up selling plan—he secured one order from every three inquiries. That made selling cost, counting advertising literature, about \$7.25. Adding to this his overhead salaries and other like items it brought the cost of getting the article into each consumer's hands almost \$7.75 each, leaving a profit on each article of about \$2.25.

But his success brought two competitors into the field. They had good copy and, from the instant reduction in his volume of inquiries, he imagined that they were sharing heavily in what had previously been his field exclusively. Their articles presented slight advantages that his did not.

His inquiry cost began going up. From \$1.50 each, replies began to cost him around \$2. Then, when they shot above that mark, he became frightened, for inquiries at \$2.25 meant a profitless business.

He finally took his problem to efficient advertising counsel. They were loath to change copy that had been possessed of known productivity. One bright mind criticised the lay-out. Then came a number of lay-out suggestions—means that would clarify the readability of the ad. It was decided to allow the wording of the ad to stand and rehabilitate the copy's structure.

#### THE SAME OLD AD, BUT—

The ad had a border that over-shadowed the headline. This was stripped off entirely. Then instead of the hand-lettered type headline, Cheltenham bold type was substituted. The headline was set in "reverse"—white letters on a black background—thus giving it fifty per cent. greater attraction power.

The ad was approximately fifty lines by two columns. The first line beneath the headline was six-point lightface and two columns in width. The first few lines of the ad were changed to eight-point blackface—to give the eye an easier task in dropping from the large headline to the smaller lightface type below. It was decided two-column measure was too long for the remaining lines of six-point type, the eye having reached the end of a line had difficulty finding the next line below, thus, in a measure, destroying interest—it was hard to read. The side borders of the ad were left off altogether—giving the type more room. A black bar, that balanced the black background at the top of the ad, was placed at the bottom. The illustration faced outward. The experts turned it inward—so it faced the copy—and induced interest in that direction.

It must be remembered that these advertising men were redressing an ad that had produced returns, and they were fearful lest by some miscue they might injure its pulling power.

The last touch, however, was to place a black circle around the copy and allow the illustration to break into the circle. This was just below the "reverse" headline and the

black background at the top of the ad was flush to the top of the circle.

They took the copy and took the competitors' advertising. All three were pasted upon the page of a mail-order paper, for the purpose of gauging the attention value of each. Not a word of the copy was changed. The new ad, though not large, absolutely dominated the page. The new copy had been out scarcely a day when the advertiser felt his problem had been solved. Inquiry cost instantly dropped two-thirds. The advertiser was amazed at the increase in the volume of inquiries and could scarcely attribute it to what to his mind was trivial—the lay-out—but the same result followed from every mail-order publication he was using.

#### ATTRACTION-POWER AND READABILITY.

The lay-out has two primary functions: Attraction-power and readability—making it easy to read.

In giving the ad power to attract the reader's eye as the line of vision enters a page there are various methods of achievement. It can be done with extraordinary large, black bars at top and bottom; with a heavy black border; with a circle; a curve; anything that will intercept the left-to-right path of vision and carry it to the desired point in the ad. White space to the left of the type matter has the same effect.

Setting the headline in "reverse"—white letters on a black background—has fifty per cent. greater power to attract the eye than plain black type.

Oftentimes the name of the article advertised is used in the middle of the ad. To be optically correct this name, if set in heavy black type, should be two-thirds to three-fourths the length of the ad, above its base.

That is, in a 100-line, single column ad, the centre display should be twenty-five to thirty-three lines below the topmost point of the copy. Then, if the ad be page size, it is directly in line with the reader's natural line of vision. Experts have determined that fact by experiment. It is due to the way the average reader holds a magazine or newspaper.

When the type gets down to six-point it becomes hard to read if the lines are five or six inches in length. The type columns should then be "doubled-up"—two columns of type instead of one—thus shortening the distance the eye must travel on one plane. This makes reading easy.

If the headline is set in plain type, then it should be surrounded with one and a half to two inches of white space, governed, of course, by the ad's size, to allow it to stick out from surrounding type matter.

A line or bar in an ad that intercepts the line of vision is always capable of getting attention. A diagonal line across the side of a lay-out will invariably arrest the eye and carry it to the point desired.

In this class is the copy that ran last winter, I believe, in the resort classified sections of certain magazines and weeklies. It had a crayon check-mark on the left-hand side of



the copy. The upward stroke of the checkmark was diagonal, and it stuck out from the entire page of classified advertisements to the extent that it was the first apparent point of interest to the man who turned to that page. The writer understands that this insignificant five or six-line classified ad produced abnormal returns, due simply to the bit of strategy in laying out the copy.

A circle surrounding the type of an advertisement, with the headline at the top of the circle and breaking into it, is another attraction power that has been used with good returns in various types of copy.

The arrow was a magnet that in the past few years has worked overtime.

In constructing the lay-out for an advertisement that occupies from three-fourths of a page to a full page there is, of course, no especial necessity of attracting the eye; that is achieved by the fact that the eye has to pass over the advertisement in reaching the next page. Its size guarantees it a reading if there is sufficient force in the copy.

The illustration can be made to induce interest in the copy. Most illustrations are placed on the left-hand side of the ad, or in the middle. By turning the illustration so that it faces the type matter, if it is on the left or right-hand side the eye is made to travel toward the type. The average copywriter can intuitively tell whether an advertisement is easy to read; whether the headline type is too strong for the illustration; whether the body-type lines are too long; whether there is too much or too little white space; whether the ad dominates the page it is on.

One plan that gives at a glance the verdict as to the attraction power of an advertisement is this: Have the advertisement proved up on the same paper that it will be printed on in the publication for which it is intended. Then take a typical page of that publication and carefully paste the ad upon it. Have it surrounded by other ads, if that is the way the copy usually appears. Then close the paper and, in the presence of someone, run over the pages. When you arrive at the page on which the ad is pasted, ascertain which advertisement on that page was the first that caught the eye. You will usually get fair judgment, and it is usually a fair test of the lay-out.

#### REMINISCENCES OF THE RARE-BOOK TRADE.—V.

By C. J. PRICE.

WHILE spending the summer, a few years ago, in a suburban town not far from Philadelphia, there came to the house where we were stopping a newly married couple from the interior of the State, who, like ourselves, were taking a summer jaunt to "fresh fields and pastures new."

The wife was the daughter of an old farmer, whose knowledge of books was very limited, and whose reading was confined to the daily newspaper. In the course of our

conversation with the newly married couple, finding that I was engaged in selling old and rare books, the wife told me that her father possessed some old books which had been in the family for many years, and were of no use to him, and asked me if I could dispose of them. I told her that because books were old they were not necessarily of value, and I could give her no idea of their merits unless I had a list of them, with their dates of publication. She went back home after a short stay, and on her return brought me a list of the books, which were mostly cheap and undesirable editions, except the first American edition of Shakespeare, which, although of little critical value, is much sought after by collectors, as being the first edition published in this country. I told her that if she would send me the Shakespeare I could probably dispose of it at a good price, but the other books I did not care to have. I received the Shakespeare a short time after, and disposed of it before long for \$150 to a collector in Washington, D. C., who had been hunting a copy for a long time. I remitted the amount to the owner, who was delighted to get it, and sent me my commission on the sale, with thanks, and said that he could use the money to better advantage in the purchase of stock for his farm than in having it in book form, stowed away in a closet.

Speaking of Shakespeare, reminds me that I once had a call from a lady customer for a copy of the Handy Andy Shakespeare. I could not recall that Lover's well-known character had anything to do with Shakespeare, and asked for further particulars. She said: "Oh, you must have it! It is in small volumes, handsomely bound in leather and enclosed in a case, and I want to give it as a present. This enlightened me as to the edition wanted, and I produced a copy of the Handy volume edition in handsome case, which proved, as I thought would be the case, the edition she wanted.

#### COPYRIGHT NOTES.

##### BRITISH CUSTOMS REGULATIONS.

THE *London Gazette* for June 21 contained regulations of the Commissioners of Customs and Excise for making applications requesting the prohibition of importation of infringing copies of works copyrighted in Great Britain, including, also, prescribed forms for such application. These regulations are in accordance with Article 14 of the new copyright act.

##### DENMARK ACCEPTS BERLIN CONVENTION.

UNDER date of June 28, Denmark accepted the revised copyright convention of Berlin, 1908, to be effective July 1, 1912. The only exception is the substitution of Article VII. of the Berne convention, as revised by the Paris act, for Article 9 of the Berlin agreement. This concerns the reproduction of serials and other articles in newspapers or periodicals. Iceland, Greenland, and the Danish Antilles are not included under the convention.

#### GREAT BRITAIN ACCEPTS BERLIN CONVENTION.

GREAT BRITAIN has accepted (June 28) the Berlin copyright convention, with one reservation. In place of Article 18 of the Berlin convention is substituted Article XIV. of the Berne convention as amended by the Paris acts. These two articles provide that works fallen into the public domain in the country of origin shall not come under the provisions of the Convention, and allow the application of special conventions and domestic legislation to such works. Right is reserved for the withdrawal from the convention of any British colony or possession. Canada, Australia, New Zealand, Newfoundland, the South African Union, India, and a few islands are not included and remain under the Berne convention.

#### BRITISH COPYRIGHT ACT—REGULATIONS.

REGULATIONS, supplementing the British copyright act of 1911, have been issued. The Board of Trade has promulgated rules specifying particulars to be given in notices, the mode in which they are to be given, and frequency of payment of royalties, in case of the reproduction of works on the expiration of 25 (or 30) years from the death of the author, as provided in Section 3 of the act. Like regulations cover Section 19 as to mechanical music reproductions.

As to the delivery of books (compulsory deposit) to libraries (Section 15), the Board of Trade rules that the National Library of Wales is not to receive deposit copies of books in editions of 300 or less, nor in editions of 400 or less, where the price per volume is over £5, nor of 600 or less where the price is over £10. These exceptions do not apply to books in the Celtic or Welsh languages or in any way covering Wales.

Another regulation specifies certain designs excluded from protection under the act.

#### POSTAL MATTERS.

##### FRATERNAL PUBLICATIONS TO CARRY ADVERTISING.

By a vote of 27 to 25, the Senate, on August 1, agreed to an amendment to the Post Office appropriation bill, which provides that publications of fraternal orders, labor unions, etc., may carry advertising, receive their subscription prices in the form of a portion of dues or assessments and still retain second-class entry. The admission of fraternal publications to full second-class privileges has been sought for many years.

##### NEWSPAPER POSTAGE IN GREAT BRITAIN.

IN Great Britain, as here, there is current agitation to secure change in the postal rates on periodical publications, though there the demand is one from the publishers for lower rates, rather than from the Post Office for higher. Recently a deputation of newspaper proprietors waited upon the Postmaster-General, asking for a common registration of all newspapers published in the Empire, and also for a uniform newspaper postage rate for

newspapers sent from one part of the Empire to another. Herbert Samuel, in reply, said if he were to secure the assent of the Treasury to a newspaper rate of two cents a pound throughout the Empire, instead of the present rate of a cent for two ounces, the next occurrence would be a deputation from the publishers of monthly newspapers who would point out the absurdity of limiting the concession to periodicals published daily or weekly. He said the present rates were unremunerative.

Furthermore, he pointed out that if the Post Office were to carry printed matter at the rate of two cents per pound from England to New Zealand, they could not refuse to carry it for two cents per pound from London to any part of the British Islands, and he pointed out that any rate as low as two cents a pound would involve serious loss to the Post Office.

The "second-class" rate in Great Britain is now, despite the comparatively small distances covered, very much higher than our own.

#### PERSONAL NOTES.

ROBERT WHATLEY is now connected with White & Farnsworth, of San Francisco, as outside salesman.

W. G. BOWDOIN announces his appointment as selling agent for the American Tract Society, at 150 Nassau Street, New York. His personal attention will be given to orders for the society's publications.

H. R. MAXSON is now connected with Harper & Brothers, in charge of their publicity department. Mr. Maxson was educated at Harvard, and was initiated into the mysteries of the publishing business by King-Richardson Company, of Springfield, Mass. Since then he has been with *Pearson's Magazine* and the *Review of Reviews*, and for several years was manager of the American Book Company in Mexico. Mr. Maxson is the author of "Hoeck's Guide to Mexico," and of several magazine articles about that country and its people. William Briggs, formerly in charge of the Harper publicity work, has been transferred to the editorial department of *Harper's Bazar*.

MR. LEVY, the genial proprietor of the Dixie Book Shop, at 41 Liberty Street, New York City, had an "unsolicited testimonial" the other day that some of his confrères in the trade may envy. On the back cover of a recent issue of *Cotton and Finance*, its editor says in display type: "This advertisement is not and will not be paid for directly or indirectly. It is published because I believe that I am doing a substantial service to all the readers of *Cotton and Finance* in bringing to their notice the Dixie Book Shop." After citing briefly the story of the aim and founding of the book shop, the advertisement continues: "For many years I have availed myself of Mr. Levy's literary taste and judgment in adding to my library. I count myself fortunate in having been able to do this. He is not only an honest and conscientious book merchant, but he is a sound literary adviser."



## OBITUARY NOTES.

MISS MARY VILHAUER, twelve years employed with John Wanamaker, New York, as head of their juvenile book section, died, after a short illness, August 6. She was one of the best-posted salespersons on juvenile books in the business. She was loved by all her associates, and will be mourned by all the representatives of the book trade who came in contact with her.

EDWARD WESSON, a well-known San Francisco bookdealer, was found dead in his office a few weeks ago. Judging from the appearances, it was a case of suicide. Mr. Wesson was a native of Providence, R. I., and a member of a well-known New England family. He was a sincere booklover and student. His translation from the Assyrian of an account of an eclipse of the sun was recently accepted by the British Museum as the most correct work of its kind, and received warm commendation from the Museum officials. Mr. Wesson was one of the first in San Francisco to inaugurate a private circulating library.

REV. DR. SAMUEL MACAULEY JACKSON, an authority on the history of the Protestant Church, a writer on religious subjects, and specially known as editor on many encyclopedias and dictionaries and handbooks of religious information, died, Friday, August 2, in Washington, Conn., after long suffering from a complication of diseases. Dr. Jackson was born in New York City, June 19, 1851. He received his education in the College of the City of New York, at Princeton and in the Union Theological Seminary, and supplemented many of his studies in the universities of Europe. He was ordained to the Presbyterian ministry, but his only pastorate was held at Norwood, N. J. Dr. Jackson was professor of church history in New York University and president of the board of trustees of Canton Christian College, Canton, China. He did expert editorial work on the Schaff-Herzog Encyclopedia, on the department of religion in the new International Encyclopedia, the "Cyclopedia of Living Divines," "Concise Dictionary of Religious Knowledge," "Heroes of the Reformation," "Handbooks for Practical Workers in Church and Philanthropy"; on the church terms in "Standard Dictionary" and the new "International Dictionary." He made an exhaustive study of Zwingli, and edited Zwingli's Latin works and his German works in English translations. Dr. Jackson held many offices in religious and philanthropic organizations, was member of the Presbytery of New York, the Century and National Arts Club, and the Authors' Club of London. Few men have crowded more and better systematized work into sixty-one years.

## LITERARY AND TRADE NOTES.

ABOUT the time William A. Brady's "Little Women" company opens in New York, in the autumn, Little, Brown & Co. will bring out a players' edition of Louisa M. Alcott's master-

piece, containing twelve illustrations from scenes in the play.

MYRTLE REED's new book, "The White Shield," is promised for September 7 by G. P. Putnam's Sons. The stories are written in the vein of the late author's most popular works. A frontispiece in color and four other illustrations are by Dalton Stevens.

PERHAPS we may expect a book on Australasia as a result of the visit which James Bryce is paying to that region of the world. This is the only part of the British Empire which he has not hitherto visited, and that should make a book by him about it all the more interesting.

AN unusually good record is reported by Sturgis & Walton Company. Out of 11,123 books published in 1911, the New York State Library "Best Books" list selected 1303. Of these, eighteen were from the Sturgis & Walton Company, whose entire output for that year had comprised but thirty titles.

BEGINNING with this month, Mitchell Kennerley will issue a new volume of original poetry each month of the year. Subscribers for the year may secure the twelve books at a greatly reduced rate. As many of the best-known poets of the day are on the lists of this publisher, these volumes promise to be of value and interest.

ENGLISH readers of Zola will be glad to hear that "A Zola Dictionary," dealing with the various characters and scenes of the Rougon-Macquart novels of Zola, will shortly be issued by Routledge & Sons in their series of dictionaries to famous authors. J. G. Patterson, the compiler, supplies a biographical and critical introduction, together with synopses of the plots and a bibliographical note.

FROM "She," through the long list of novels of the veldt and the jungle identified with the name of Haggard, there is one character whose appearance on the scene is always the signal for romance and adventure. That character is Allan Quatermain. Now comes the story of the romantic early marriage of the hero and of the exciting times when the Zulu despot, Dingaan, was at the height of his power. It is announced for August publication by the Longmans.

STANLEY PAUL & Co. announce an opportune work dealing with the white slave traffic, "The White Slave Market." Both the authors are prominent workers in social service. Mrs. Archibald Mackirdy (Olive Christian Malvery) is the author of "The Soul Market"; and Mr. Willis, who is responsible for the facts of the present volume, was for sixteen years a member of the Australian Parliament, and was largely influential in suppressing the trade in Australia.

"WHAT do you read on board a warship?" a young English naval officer was asked the other day. "Anything we can get hold of," was his answer, and then he thought for a minute and added: "I should think Admiral Mahan's 'Sea Power' is the most read book in the library



of any British warship afloat." This was a remarkable compliment to our great American naval authority, whose books have given naval literature a new popularity and a new meaning all over the world.

THE Oxford University Press, American branch, has just mailed to the trade their complete catalogue of Oxford Bibles, Testaments, prayer books and hymnals; also their catalogue of Clarendon Press publications. They call attention to the numerical index in the front of the catalogue of Oxford Bibles, which will enable the bookseller to locate in a moment the complete description and price of any Oxford Bible, Testament, prayer book and hymnal, etc. The catalogue embodies many new features.

E. T. Cook's great task of editing a literary edition of John Ruskin's work is now over. It is completed by two volumes, consisting of a complete bibliography, a list of Ruskin's drawings, and an index to the whole work. What the preparation of those two volumes alone has meant, may be gathered from the fact that they have in them over 200,000 references. It is a very noble monument that Mr. Cook has built up to the fame of John Ruskin, and English literature owes him a high debt of gratitude.

MESSRS. CONSTABLE will publish shortly the official record of the Duke of the Abruzzi's expedition to the Karakoram range in the Himalayas. The account is written by Dr. Filippo de Filippi, who accompanied the Duke through all his adventures. The book will be illustrated with numerous plates from photographs by Signor Vittorio Sella, whose mountaineering pictures are well known. He also shared in the work of the expedition. A feature of the book will be the panoramic views taken by him.

WE much regret an error in the publisher and price of Morwitz's "New American Dictionary of the German and English Languages," as listed in the PUBLISHERS' WEEKLY's Educational Catalogue. The book is published by C. N. Caspar Company, 431 East Water Street, Milwaukee, Wis., at \$1.50 instead of \$1. Subscribers should thus correct the entry in the Educational Catalogue. We understand that the smaller edition of this work, formerly listed by Steiger, is at present out of print.

IN Doubleday, Page & Company's list of fall fiction are such standard authors as Mary Austin, the Williamsons, a posthumous book of O. Henry material, E. F. Benson, Alfred Ollivant, F. Berkeley Smith, Montague Glass, Agnes and Egerton Castle, and other well-known authors, besides books by two new authors which Doubleday, Page & Co. declare are as promising as anything on their list. These two are "The Wind Before the Dawn," by Dell H. Munger, and "The Soddy," by Sarah Comstock.

IN "Boston, New and Old," which Houghton Mifflin will issue in the fall, T. Russell Sullivan will give a series of pen pictures of

the evolution of Boston life and character in recent years. The illustrations will be supplied by Lester G. Hornby, and here, as elsewhere, his work will reveal a charm that comes of a judicious commingling of the real with the imaginative. They will consist of seventeen full-page drawings and seventeen head-bands, tail-pieces, etc. The volume will be a tall quarto, and only five hundred and seventy-five copies will be printed.

NASHVILLE now contains enough writers for a flourishing authors' club. According to a publisher's representative, who was recently scouting in that locality, a baker's dozen of manuscripts were offered him, many by fairly well-known novelists. Among the local authors are John Trotwood Moore, author of "The Gift of the Grass"; Francis Perry Elliott, author of "The Haunted Pajamas," and whose new book, "The Gift of Abou Hassan," is scheduled for late August; Corra Harris, author of "The Circuit Rider's Wife"; and Maria Thompson Daviess, author of "The Melting of Molly."

A VOLUME containing the very earliest part of Marie Bashkirtseff's journal, a part never before given to the public, was recently published in Paris. It is described as a "human document which will command unusual attention in the present day, when the mental development of children is an important topic of thought and discussion." It consists of Marie Bashkirtseff's comments on what she saw of the life around her as a child of 12, the age at which this newly discovered journal begins, and extends "from childhood to girlhood." A translation made by Mary J. Safford will be published in the autumn by Dodd, Mead & Co.

"THE DEMOCRATIC MISTAKE," by Arthur G. Sedgwick, which Charles Scribner's Sons are to publish this month, forms a lively contribution to precisely the issues of the present Presidential campaign. The author states and develops the contention that the cardinal "Democratic Mistake" of our political history has been the attempt to secure "responsibility" in public officials by popular election at short intervals. He treats his subjects under the following topics: "Government by Design"; "Responsibility"; "The Democratic Mistake"; "Patronage and the Machine"; "The Suffrage." These various papers were formed from the Godkin lectures which Mr. Sedgwick delivered at Harvard in 1909.

THE organ of German newspaper publishers, *Der Zeitungsverlag*, records with a good deal of satisfaction that in the year 1910 to 1911 the trade in *Schundliteratur* (rubbishy literature) throughout Germany received a setback. Whereas, quotes the *Nation*, in the year 1908 to 1909 the sales of worthless books of all kinds amounted to sixty million marks; in the following year the figures fell to fifty millions. Wherever a firm stand was taken, either by enlightened public opinion or by the authorities, the sales were materially cut down. A considerable number of booksellers have refused either to publish or sell the trash that

has so long disgraced the German book trade. What is particularly gratifying, says the *Zeitungsverlag*, is that trashy novels no longer reach fabulous editions. There is, however, still room for improvement. The average demand for fiction of this class was 10,000 copies. Only one novel attained a larger edition, and that dealt with the timely topic of the tragedy of an aviator.

RAND, McNALLY & COMPANY promise three important novels for the autumn: "My Lady's Garter," by Jacques Futrelle, who lost his life in the "Titanic" disaster; "The Lovers," by Eden Phillpotts, a stirring tale of English prison life during the Revolutionary War; and "David Dunne," by Belle Kanaris Maniates, a story of love and politics, in which a farm-hand hero makes his way upward till he reaches the governorship of a great State. The illustrations of the last two novels are in color. Among the juveniles promised are "The Mermaid's Gift," by Julia Brown; "A Christmas Party for Santa Claus," by Ida M. Huntington—both illustrated in color; "The Little King and Princess True," by Mary Earle Hardy; and "Rowena's Happy Summer," by Celia M. Robinson. Other books, somewhat out of the ordinary, to be published by this firm, are "The Story Teller's Book," for the busy mother or teacher, by Alice O'Grady, of the Kindergarten Department, Chicago Teachers' College; "When Were You Born?" concerned with the so-called occult study of reading character, by "Cheiro"; and "The Fort Dearborn Massacre," a realistic account of Indian Warfare, by Linai T. Helm.

#### BUSINESS NOTES.

BROOKLYN, N. Y.—Paul Grosser, bookseller and stationer, has made an assignment.

BRUNSWICK, GA.—The business formerly done by Fleming & Bryant is now conducted by Bryant's Book Store.

MANITOWOC, WIS.—Joe Stahle & Son, booksellers and stationers, are selling out, and it is expected that they will vacate their store, corner of Eighth and Franklin streets.

NEW YORK.—The Kirtland-Wyckoff Company, Syracuse, has been incorporated to do a printing, publishing and stationery business. Capital, \$100,000.

OKLAHOMA CITY, OKLA.—Simon & Mayer, booksellers and stationers, have filed a petition in bankruptcy.

SAN FRANCISCO, CAL.—John Howell, formerly manager of Paul Elder & Co. Book Shop, is now established at 107 Grant Avenue as an importer and dealer in fine books.

SAN FRANCISCO, CAL.—The San Francisco trade is still talking about the recent consolidation of the two largest and oldest book and stationery houses in the city—Cunningham, Curtiss & Welch and the H. S. Crocker Company. The H. S. Crocker Company has closed out their large retail store on Market Street, and all the combined retail business will be handled at the Cunningham, Curtiss & Welch

store on Market Street. The H. S. Crocker Company has had a store for the sale of office furniture on Mission Street; this, too, will be closed. Their big factory on Brannan Street is to be enlarged. The executive head of the combined houses will be John Gilmartin, manager for the H. S. Crocker Company. John Dixon, who has been manager for Cunningham, Curtiss & Welch, will, it is reported, retire. The name of the new firm has not yet been decided upon.

#### VISITING BUYERS—NEW YORK CITY.

FOR WEEK ENDING AUGUST 7, 1912.

C. B. Sefrancka, representing Emery, Bird, Thayer, Kansas City, Mo.

Jacob Wolfenstein, of Cohen Brothers, Jacksonville, Fla.

Mr. Allen, representing B. E. Chapman, Little Falls, N. Y.

J. E. Kellar, representing Pettis D. G. Co., Indianapolis, Ind.

Mr. Giggs, representing Crowley, Mäner & Co., Detroit, Mich.

C. A. Brundige, representing the Wallace Co., Schenectady, N. Y.

B. J. Tregellar, representing Wasserman-Gattman Co., Sacramento, Cal.

Mrs. Collins, of Collins Art Co., Fort Worth, Texas.

Mrs. Alice Kinnëy, representing Jonas Long's Sons, Scranton, Pa.

Mrs. Marion J. Sheehan, representing Jonas Long's Sons, Wilkes-Barre, Pa.

Fred Fleischauer, representing Elder & Johnston Co., Dayton, Ohio.

Charles W. Crawley, representing Biggs Co., Columbus, Ohio.

#### THE BOOK COLLECTOR.

THE "Beaufoy Shakespeares," the set of magnificent copies of the first four folios, which Quaritch bought recently for \$17,500, are considered by collectors to have fetched a small price. The four volumes were part of the library formed in the early part of the nineteenth century by Henry B. H. Beaufoy, and were sold by order of the trustees of the Beaufoy estate. The copy of the first folio is in a fine binding by Roger Payne. It is No. 18 in Sir Sidney Lee's Census of Extant Copies, and was sold in 1851 for \$705. The third folio has the extremely rare original and suppressed title added, with the blank space for the portrait, and the imprint, "Printed for Philip Chetwinde, 1663."

ONE of the provisions in the will of Alfred Henry Huth, who died in October, 1910, was that, before his library was sold, his executors should give to the British Museum "such 50 volumes as the trustees of the British Museum shall, in their uncontrolled discretion, select from the Huth library, provided that such trustees shall not select any duplicate or more perfect copy of any volume which may be then already in the British Museum Library, except by way of exchange of such duplicate



with the Huth library." Another stipulation was that a separate catalogue of these books, which were to be designated as the "Huth Bequest," must be printed by the Museum.

That catalogue is now published, and to the New York *Evening Post* we are indebted for this summary of its contents. It is a large quarto, printed at the Oxford University Press in the best manner. There are eighteen full-page plates, including a frontispiece portrait of the late Mr. Huth, besides a number of facsimile reproductions of title pages, etc., printed with the text. There is a short preface by F. G. Kenyon, the recently appointed head of the British Museum Library, and there is a longer introduction by Alfred W. Pollard, that most wise and generous assistant keeper of the printed books, the friend and helper of every bibliographer, student and book collector. In the introduction are included outline sketches of the lives of Henry Huth, the founder of the Huth library, and of his son Alfred Henry Huth, the donor of the Huth bequest, which, Mr. Kenyon says, is "beyond doubt the most important gift that has been made to the library of the British Museum since the bequest of the Grenville Library in 1846."

Of the fifty items selected, thirteen are manuscripts, including a remarkable Latin Bible of French execution, a Flemish Book of Hours called "the most generally attractive volume in the Huth library," and a Psalter, ascribed to the last quarter of the thirteenth century and of English execution. The sixteen plates devoted to the manuscripts contain upwards of fifty reproductions.

As might well be supposed, Nos. XIV. to XLIX. of the catalogue, the thirty-six printed books selected as desirable additions to the world's greatest treasure-house of books, deserve separate mention. Perhaps altogether the most notable are three first quartos of Shakespeare: "The Tragedy of King Richard the Second" (1597), "The Tragedy of King Richard the Third" (1597), and "A most pleasant and excellent conceited Comedie of Syr John Falstaffe, and the merrie Wives of Windsor" (1602). These three give the Museum a complete series of first editions of all the quartos up to 1623, save only "Titus Andronicus" (1594), the only known copy of which is in Mr. Folger's library. Of collections of sonnets put forth in England in the sixteenth century, three not before in the Museum, but now added, are William Smith's "Chloris, or the complaint of the passionate despised Shepheard" (1596); Bartholomew Griffin's "Fidessa, more chaste than kinde" (1596), and Giles Fletcher's "Licia, or Poemes of Love" (1593). The Bodleian Library possesses all three, but the only other copy located by Mr. Pollard is a copy of "Fidessa" at Britwell Court. Among other English books are "The castell of laboure" (Pynson, 1505), "The floure of the Commaundements of god" (Wynken de Worde, 1510), and "The dictes or sayengis of the philosophres" (Caxton, 1477), the first dated book printed in England. This last book was an exchange,

and for it the Museum gave one of their two inferior copies.

The fiftieth book of the selection is actually a collection of seventy-four separately printed single-sheet ballads, mostly of early date, bound together in one volume. This volume cost Mr. Huth £750 in the Daniel sale in 1864.

An edition of the "Ars Memorandi" block-book and eight French incunabula are among the fourteen books in foreign languages in the Huth bequest.

L. S. L.

#### PICK-UPS.

##### UNDESERVED HONORS.

MISS MARGARET WILLIAMSON, who wrote "John and Betty's History Visit" for young people, and whose "Scotch History Visit" will be published in September by Lothrop, Lee & Shepard, was in a department store in Boston one day, and noticing her book on the shelves, asked: "Do you know anything about this book? Does it sell well?"

"Oh, yes, indeed," replied the saleswoman glibly. "It was written by a young lady who lives right out here at West Newton, and she visited every place in England before she wrote about it. She's married now, and has twins and has named them John and Betty."

"Really," was all that the young author could stammer, and she retreated.

##### LACKING IN POETRY.

W. D. HOWELLS, at luncheon at Kittery Point, said of a certain popular novelist.

"There is about as much poetry in him as there is in McMasters.

"McMasters, you know, was walking with a beautiful girl in a wild New England wood.

"What is your favorite flower, Mr. McMasters?" the girl asked softly.

"McMasters thought a moment, then cleared his throat, and answered:

"Well, I believe I like whole wheat best." —*Pittsburgh Chronicle-Telegraph*.

#### BIBLIOGRAPHIC NOTES.

##### NEW AND SECOND-HAND CATALOGUES.

*Charles E. Lauriat Co.*, Boston, 385 Washington St. Book bargains for the summer home, 1912; some special offerings.

*W. H. Smith & Son*, London, 186 Strand. Clearance catalogue of general literature, withdrawn library books, and other valuable books, August, 1912.

*James Tregaskis*, London, 232 High Holborn. Caxton Head catalogue. (No. 728; 692 titles.)

EMPLOYERS should not be too ready to reprimand a clerk who makes a mistake in displaying initiative, because that is a valuable trait in an employee, and while mistakes are bound to be made, the balance, in the long run, resulting from the actions of young men who "do things" without waiting to be told, will be greatly in the firm's favor. Don't crush out initiative by "jumping on" the junior because he gets in wrong the first time he displays it.—*Canadian Bookseller and Stationer*.



## Weekly Record of New Publications

*The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added. Where not specified the binding is cloth.*

*A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.*

*Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tl. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.*

**Abbotsford.** N. Y., Macmillan. c. 2+64 p. il. 8°, (Beautiful Britain ser.) 75 c. n.

**Acton, J: Emerich E: Dalberg-Acton,** [Lord Acton.] The Cambridge modern history; ed. by A. W. Ward and others. Second supplementary volume. Atlas. N. Y., Macmillan. 12+229 p. 8°, \$6.50 n.

**Adams, J:** The evolution of the educational theory. N. Y., Macmillan. c. 7+410 p. 8°, \$2.75 n.

**Automobile Club of Pittsburgh.** Western Pennsylvania road book, with routes connecting Pittsburgh with Buffalo, Cleveland, Chicago, St. Louis, Philadelphia, Baltimore and the Shenandoah Valley. Pittsburgh, Pa., Shaw Bros. c. 445 p. maps, obl. 12°, \$2.50.

**Baker, Franklin T.; and Thorndike, Ashley Horace.** Everyday English. Book 1. N. Y., Macmillan. c. 15+240 p. il. 12°, 40 c. n.

**Bergling, J: Mauritz.** Art monograms and lettering, for the use of engravers, artists, designers and art workmen. Rev. 5th ed. Chicago, [The author.] c. pl. (partly col.) 4°, \$4.25.

**Blair, And. Alex.** The chemical analysis of iron; a complete account of all the best-known methods for the analysis of iron, steel, pigiron, iron ore, limestone, slag, clay, sand, coal, coke, and furnace and producer gases. 7th ed. Phil., Lippincott. various p. il. tabs., diagrs., 8°, \$4.

**Bonney, G. E.** Induction coils. N. Y., Macmillan. 8+238 p. il. 12°, \$1 n.

**Book of nature and outdoor life;** prepared by the editorial boards of the University Society and the After-School Club of America; assisted by the following special editors and contributors: Fk. M. Chapman, and many others. 4 v. N. Y., Univ. Soc. il. pls. (partly col.) 8°, ea., \$1.75.

**Borden, Mrs. Mary G.** Jesus Christ science of healing and living; a book of remembrance. N. Y., Broadway. c. 154 p. por. 12°, \$1.

**Bridges, J: H:** France under Richelieu and Colbert. New ed. N. Y., Macmillan. 14+164 p. 12°, 90 c. n.

**Brooks, Ulysses Rob., ed.** Stories of the confederacy. Columbia, S. C., State Co. 410 p. pls. pors. 8°, \$1.50.

**Burns, Elmer Ellsworth, and Branch, Jos. Gerald.** Practical mathematics for the engineer and electrician. Chic., J. G. Branch Pub. c. 143 p. il. tabs., diagrs., 12°, \$1.50.

**Carew, Roger M.** The contralto. Bost., Badger. c. 339 p. D. \$1.35 n.

Story of a young college professor, who goes to a small town to recover his health. Here he finds plenty to do in arousing the people to action against a college situated near, which has employed the men at ruinously small wages and held them all in contempt. He also meets a charming girl, the contralto, and a love story runs through the book.

**Carrington, T: Spees, M.D.** Fresh air and how to use it. N. Y., Nat. Assn. for the Study and Prevention of Tuberculosis, 105 East 22d St. 18+250 p. pls. D. \$1.

Author's work as assistant secretary of the National Association for the Study and Prevention of Tuberculosis has made him familiar with methods for obtaining fresh air, the great agent in preventing as well as curing consumption. He describes window tents, roof bungalows, wall houses and iron-frame porches for city use, temporary fresh-air porches, permanent sleeping porches, screening porches, roof playgrounds, clothing, bedding and furniture, all illustrated by many pictures.

**Catholic (The)** encyclopedia; an international work of reference on the constitution, doctrine, discipline and history of the Catholic Church; ed. by C: G. Herbermann and others. In 15 v. v. 14. N. Y., R. Appleton Co. c. 15+800 p. il. pors. maps, Q. \$6; ¾ mor., \$8; full mor., \$15.

For notice of complete work, see American catalog, 1905-'07, v. 2, '07.

**Children's book of work and play;** prepared by the editorial boards of the University Society and the After-School Club of America; assisted by the following special editors and contributors: Jos. H. Adams, and others. 2 v. N. Y., Univ. Soc. c. il. pls. (partly col.) 8°, ea., \$1.75.

**Cicero, Marcus Tullius.** Seven orations; with selections from the Letters, De senectute, and Sallust's Bellum Catilinae; ed., with introd., notes, grammatical appendix and prose composition, by Wa. B. Gunnison and Wa. S. Harley. N. Y., Silver, Burdett. c. 42+501 p. il. pors. maps, 12°, \$1.25.

**Coester, Alfr.** A bibliography of Spanish-American literature. Brooklyn, N. Y., A. Coester, [1081 Park Pl.] 30 p. 8°, pap., 50 c.

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Author is professor of English, Adelphi College, Brooklyn, N. Y.

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Author was formerly associate editor of the *Metropolitan Magazine*. He gives first some general statements as to the relative responsibility of editor and author for the quality of the short stories published; then proceeds with practical instruction and advice about plots, laws governing plots, analysis, inspiration, arrangement of events, development, sources, etc.

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Fortnightly Review, Feb. 1, 1891.  
Rankine's Applied Mechanics.  
Engineering News, numbers or volumes.

**American News Co.**, 11 Park Place, N. Y. Ames on Forgery.

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**John R. Anderson**, 31 W. 15th St., N. Y. Poole's Index, vol. 4.

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Hig. Theory Mathematical Probabilities, G. Todhunter.  
Kent's Handbook. Must be cheap.

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Wallace, Man's Place in the Universe.  
Louys, Aphrodite (in English).

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Camp, Book of College Sports.  
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Carlyle's French Revolution, vol. 3, 16mo, white.  
Stokes & Allen.  
Dana, Richard Henry, The Trent Affair: an Aftermath.  
Hebbard, S. S., The Philosophy of the Future. Masspeth Pub. House, N. Y.

**M. J. Bartlett & Co.**, 23 Cornhill, Boston

History of Welles Family. N. Y., 1876.  
Life of Fiji, by a Lady. Bost., 1851.  
Perry's Hist. Collection Am. Colonial Church, vol. 3, Mass., or set.  
Sprague's Life of Jed Morse.  
A Week Away from Time.

**The Bell Book and Stationery Co., Inc.**, 914 E. Main St., Richmond, Va.

Sully's (Thomas) Hints to Young Painters. Phila., 1873.

**Arthur F. Bird**, 22 Bedford St., Strand, Lond., Eng. History of the Welles Family, by Albert Weller. N. Y., 1876.

**Walter Bliss**, 179 Allyn St., Hartford, Ct.

Henry James' Works, Scribner's Sub. ed., 24 vols.  
Mark Twain presentation vols.

**The Boston Book Co.**, 83 Francis St., Fenway, Boston, Mass.

Am. Naturalist, F., Ap., 1892.  
Book News Mo., Ag., 1906.  
Current Lit., D., '88; 1893, any; Jl., '96; S., '98; Ja., F., Jl., '00; Ag., '05.  
Manual Training Mag., Ap., 1900.  
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 Maudsley's Physiology of Mind.  
 Maudsley's Pathology of Mind.  
 Hale's List of Sees and Bishops of the Holy Eastern Church.  
 List of Sees and Bishops of Holy Orthodox Church of the East. N. Y., 1872.  
 Hawthorne's Marble Faun, 2 vols., limp green cloth. Crowell.  
 Thackeray's Philip, hf. red cloth, board sides. Smith Elder, 1887.  
 Sudermann's Undying Past.  
 Scott's Cathedral Builders.  
 Castle of Otranto.  
 Blackmore's Reunited.  
 Samantha Among the Brethren.  
 Hist. of Morgan Horse, by Battell.  
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 Lessons in Voice Culture, Shaftsbury.  
 Chambers' Papers for the People.

**Bridgman & Lyman, 108 Main St., Northampton, Mass.**  
 Song Book, by John Holloh. Pub. 1866. Golden Treas. Series.  
 Good Housekeeping Family Cook-Book, 1912.  
 Liars, H. A. Jones.

**The Burrows Bros. Co., 633 Euclid Ave., Cleveland, O.**  
 Household ed. of the Works of Charles Dickens.  
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**Callaghan & Co., Chicago, Ill.**  
 Montesquieu, Spirit of the Laws, 2 vols., English ed.

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 Napoleon at St. Helena, by O'Meara. Bently, 1888.  
 Junot's Napoleon, 3 vols. Bently.  
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 Democracy and Reaction, by Hobhouse, 2d ed. Putnam.  
 The State in Relation to Labour, by Jevon. Macmillan.  
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**Carnegie Library, Atlanta, Ga.**  
 Voss, Sigurd Eckdal's Bride.  
 Archer, Wm., English Dramatists of To-day.

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 Noah's Ark, illus. by Smith, large paper ed.  
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 Harriman, Girl and the Deal.  
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Dept. Cacao, a Manual on the Cultivation and Curing of Cacao, by G. H. Hart. Duckworth & Co., London, 1911.  
Theobroma Cacao, its Botany, Chemistry, Diseases, etc., by H. Wright.

**H. & W. B. Drew Co., Jacksonville, Fla.**  
Harp of a Thousand Strings, or Laughter for a Life Time, 1870.

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In the Days of the Prophet, Bill Nye. Broadway Pub. Co.  
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**P. Ferdinando, 11 Rue de Chateaudun, Paris, France.**  
Mark Twain, What is Man?  
Don Quixote, Span. ed. London, 1781.

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Watson's The Dog, 2 vols. Doubleday.  
Truth and Women, by A. R. Brown. Stone & Co.  
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**W. & G. Foyle, 135 Charing Cross Road, London, Eng.**  
Lone, Memoria Technica.  
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Livingstone, Mechanical Design of Commentation.  
Launde's Gypsy Tents and How to Use Them.  
London Trade Directory, 1910.

**Franklin Bookshop (S. N. Rhoads), 920 Walnut St., Phila., Pa.**  
Woolman, John, Considerations on Pure Wisdom, etc. Phila., 1768; Epistle to Quar. Mtgs. of Friends. Phila., 1772, 8vo, 16 pp.; First Book for Children, A B C. Phila., 1770 (?), any ed.

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Pa. and Ohio Boundary Rept., 1883.  
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Speeches of Carl Schurz. Phila., 1865.

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Any views of New York City published by Baillie, 89th St. and 3d Ave., about 1850.  
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Entering on Life, by Geikie.

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Tuckerman (Chas. K.), The Greeks of To-day. Putnam.

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Baker, Model Republic. Houghton.

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Engineering Index, vols. 1 and 2.  
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Zack, Life is Life.

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Craig, A. H., The Question Book. Pub. by Caldwell, Wisconsin, in 1872.

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Life of Geoffrey Tory. Riverside Press.  
Starr, Frederick, Japanese Proverbs and Pictures.  
Sargent, North American Sylva, 14 vols.  
Morgan, Brig. Gen. Michael Ryan, Type and Traditions of the Old Army.  
Michaux and Nuttall's Flora of the U. S.  
McIlvaine, Bp. Chas. Pettit, of Ohio, Memorials, ed. by Rev. Wm. Carus, 1882.  
Heine, Heinrich, Poems and Ballads, done into English verse by Theodore Martin, 1894.  
Heavisides, Edward Marsh, Heavisides the Younger, 1911.  
Gunsaulus, Monk and Knight.  
Goya, Los Desastres de la Guerra, 1863.  
The Forester, complete set.

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**H. E. Hunting Co., Besse Pl., Springfield, Mass.**  
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Hughes, Musical Guide, 2 vols. Doubleday.  
Berry, Leah of Jerusalem. Randolph.

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**Huston-Tuttle Book Co., Rockland, Me.**  
Alexander Hamilton, Essay on American Union, by Oliver. Putnam, 1907.

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Paxton, Marshall Family Genealogy.  
McBride, Pioneer Biography, vol. 2.

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Anticipation, H. G. Wells.  
Little Boy Who Lived on the Hill.

**Jennings & Graham, 14 W. Washington St., Chicago.**  
Better Way, by Wagner, \$1 ed.  
Fitchett's Wesley and His Century. Pub. by Jennings & Graham.

**E. W. Johnson, 6 E. 30th St., N. Y.**  
Ancestor, vol. 4, 1903; vols. 9-12.  
English Costume, Calthorp. Macmillan Co.

**Jones' Book Store, 226 W. 1st St., Los Angeles, Cal.**  
Any of the Rosicrucian Books.  
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Large type eds. of Hallam, Leigh Hunt, Hugh Miller, Christopher Wilson.  
Primitive Christianity, by Buchanan.  
Department of Agriculture Year Book for 1899 and 1908.

**E. Joseph, 48a Charing Cross Road, London, W. C., Eng.**  
Burton's Arabian Nights, 17 vols.  
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Gautier's Works, vol. 3, Grotesques.

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Sacred Mysteries of Mayas, August Plognon.  
General Sturm Versus Mexico.

**King's Book Store, 1716 Market St., San Francisco, Cal.**  
Balzac, Ed. Definitive, 52 vols. Barrie & Son, pub.  
Chouans, Military Life, vol. 1; Lost Illusions, vol. 1; Provincial Life, vol. 8.  
Splendors and Miseries of the Courtesans, vol. 1 (Parisian Life, vol. 1).  
La Rabouilleuse, Provincial Life, vol. 3.

**A. Kroch & Co., 59 E. Monroe St., Chicago, Ill.**  
[Cash.]  
Eddy, Science and Health, ed. 1885.

**J. Kuhlman, 326 N. 10th St., Phila., Pa.**  
[Cash.]  
Am. Journal of Sociology, vol. 4, no. 4, 50 c.  
Monist, Oct., '97; July, '99; Jan., 1900; Oct., '09.  
Brownson's Quart. Rev., 1861-64, or odd nos.  
Am. Hist. Review, Apr. and Oct., '97; Jan. and Apr., '98.  
Bibelot, Feb., 1899, vol. 5, no. 2, 25 c.

**Charles E. Lauriat Co., 335 Washington St., Boston.**  
Journey in Interior of North America, Years 1832-1834, by Maximilian, 2 vols., 4to, text by J. Hœlcher, and folio of plates, text in Eng., French or German, 1839 (?).  
John Bull and His Daughters, O'Rell.  
Jonathan and His Continent, O'Rell.  
Norroena, Anglo-Saxon Classics, full leath., 15 vols.  
Sketch of Chinese History, Pott.  
Recollections of a Literary Life, Mitford.  
Flotsam, Merriman. Longmans.  
Experiments and Observations on the Gastric Juice, Wm. Beaumont. Boston, 1834.

**Lexington Book Shop, 120 E. 59th St., N. Y.**  
Gilmer, Early Settlers of Georgia.  
Wallace, Carpet Bag Rule in Florida.  
Brooks, Baxter War in Arkansas.  
Welles, Lincoln and Seward.  
Mills, Statistics of South Carolina.  
History of North America. Barrie & Co.  
Kugler, Italian Schools of Painting, ed. Layard, 2 vols.

**Library of Congress, Washington, D. C.**  
Hudson, Charles, Character of Abraham Lincoln, and the Constitutionality of His Emancipation Policy. Boston, 1863.

**C. F. Liebeck, 823 E. 63d St., Chicago, Ill.**  
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# Fall Announcements of All Publishers . . .

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PUBLISHERS of forthcoming books to be issued during the Fall season of 1912 are reminded that the *Fall Announcement Number* of THE PUBLISHERS' WEEKLY, to be issued under date of September 28, is in many respects one of the most important issues of the year. Booksellers, generally, find it invaluable in making up their holiday orders and for descriptive selections for their own catalogues and circulars. Librarians also use it extensively in making up their purchase lists for the new season. Note then :

1

That the **dictionary reference list** of new books in that issue will be made up **as complete as possible** from material procurable between now and September 10. It is therefore *very important* for all publishers to send to our editorial department at the earliest possible moment complete lists of their *fall announcements*, giving as much data as practicable.

2

That the number is **especially valuable for advertising**, since an advertisement supplements the reference list and keeps the advertiser's descriptive announcements immediately before the buyer during the period he is planning for the new season.

The bookseller, naturally, expects to find the leading books featured in the advertising pages, and his judgment is largely influenced by the publisher's confidence in his leaders as shown by his advertisement. The publisher cannot expect the dealer to *stock up* on books that are apparently not of sufficient importance to be advertised.

Advertising rates same as for regular issues.

***"Copy" should be mailed at once***

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OFFICE OF THE PUBLISHERS' WEEKLY  
298 BROADWAY NEW YORK

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